

### REMARKS

This Application has been carefully reviewed in light of the Final Office Action mailed July 9, 2004. At the time of the Final Office Action, Claims 1-2, 5-7, 10-11, 14-16, and 19-30 were pending in this Application. Claims 3, 4, 8, 9, 12, 13, 17, and 18 were cancelled by Applicants without prejudice or disclaimer. Claims 1-2, 5-7, 10, 11, 14-16, and 19-30 were rejected.

#### **Rejections under 35 U.S.C. §102**

Claims 1, 5-7, 10, 14-16, and 19-30 were rejected by the Examiner under 35 U.S.C. §102(e) as being anticipate by International Publication No. WO 00/23929 filed by Alvin (hereinafter "Alvin").

Applicants have amended Claims 1 and 10 (the independent claims) to recite the lead generation system of Figure 2, which has both a profiles generator and a prospects harvester. As explained on page 8, lines 1- 18, the web server operates in conjunction with both of these systems to provide useful customer leads to a business enterprise.

The system recited in Claims 1 and 10 is operable as an Internet-based "applications service" by an ASP (applications service provider). As illustrated in Figure 1, this means that the business enterprise (the customer of the ASP) communicates queries to the system of Figure 2 via a web browser.

As further recited in Claims 1 and 10, the profiles generator provides customer profile data from the enterprise's internal data sources. The profiles generator process is further described in Figures 4 and 5 and the accompanying description on pages 14 - 18. The prospects harvester provides customer lead data by searching unstructured Internet text sources to find persons discussing specified products or services. The prospects generator process is further described in Figures 8 - 11 and the accompanying description.

Alvin does not teach providing customer profile data to a business enterprise in response to queries communicated by the business enterprise, via a web browser, to an ASP system. In fact, Alvin teaches away from an ASP system by illustrating a system operated by the same entity that uses the system. The Internet access of Alvin is by the customers themselves, whereas the present invention is an ASP system in which the business enterprise

conducts the Internet access to use the system. An ASP system is by definition, a software system that is maintained by the ASP for access via the Internet by other entities.

Nor does Alvin teach or suggest a customer lead generation system having both a profiles generator and a prospects harvester. Claims 1 and 10 are neither taught or suggested by Alvin, and are allowable, as are their dependent claims.

**Information Disclosure Statement**

Applicants also enclose an Information Disclosure Statement and PTO Form 1449, with a copy of the references and a check in the amount of \$180.00, for the Examiner's review and consideration.

**CONCLUSION**

Applicants have now made an earnest effort to place this case in condition for allowance in light of the amendments and remarks set forth above. Applicants respectfully request reconsideration of all pending claims, as amended.

Applicants believe there are no additional fees due, however, the Commissioner is hereby authorized to charge any additional fees or credit any overpayment to Deposit Account No. 50-2148 of Baker Botts L.L.P.

ATTORNEY DOCKET  
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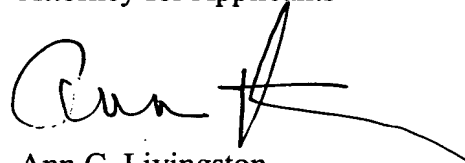
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If there are any matters concerning this Application that may be cleared up in a telephone conversation, please contact Applicants' attorney at 512.322.2634.

Respectfully submitted,

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A handwritten signature in black ink, appearing to read "Ann C. Livingston", with a long horizontal flourish extending to the right.

Ann C. Livingston  
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